

## **Female Hairdresser-Client Communication: What They Talk and What Secret They Share in Barber Armchairs!**

**Rüçhan Gökdağ, Anadolu University, Turkey**  
**Nasıf Ali Ünügür, Anadolu University, Turkey**

### **Abstract**

People who live and work in cities have to go hairdresser regularly in Turkey. And if there is no extraordinary state, they prefer to go to the same hairdresser. The longevity character of hairdresser-customer relation; turns this relation to an interpersonal communication. This affiliation sometimes has gone too far to share some secrets.

In today's world, communication in family, in work life, and between close friends has been gradually dissolving. Nobody has time to listen to nobody. People talk less with each other. Barber armchairs provide the enough time to customers whose husband and wife or close friends do not give them to talk. In this context, the time which customers spent in barbers' armchair has been passing through with a nice conversation, discharge and sharing the mental distresses. This study has been conducted to reveal the subjects talked in between hairdresser and his/her customers, and how much the talks have been repeated at later comings. Thirteen female hairdressers working in Eskisehir were interviewed. After that, the results discussed and created some groups of theme to analyze.

**Keywords:** hairdresser, communication, interpersonal communication, sharing secrets, coping with stress.

## **Introduction**

In the study of Ustuner and Thompson on female hairdresser and client relations, the middle/upper class expectations and difficulties of hairdressers in adaptation period are presented. While, the female hairdressers in Turkey are men and boss-hairdresser concept is common, there is not such a situation in the USA. Ustuner states that it is normal for people keeping arm's length as much as not looking for any physical privacy and at this point it is known that it is said "if, he does his job well, let the apprentice do my hair but he should keep his conduct with me properly". In this study, it is mentioned that the class difference is permanently emphasized to other people intentionally or unintentionally by responding or not responding and it is also observed that hairdressers try to establish dominance over their clients through various strategies. In the study, it is presented that women are tied to their hairdressers loyally and they do not change their hairdressers for years; they cannot stand that their hairdressers whom they trust their hair to call them "you"; most hairdressers come from upstate areas, begin hairdressing from the lowest level and their profession is a transforming aspect for them; a hairdresser must be looking good as well as doing hair perfectly in order to go places in his profession and in hairdresser salons women try to establish superiority on their hairdressers while hairdressers try to establish superiority against each other (<http://www.milliyet.com.tr/sacimi-yapabilirsin-arkadasim-olamazsin/pazar/haberdetay/25.09.2011/1442733/default.htm>, Access date: 15.05.2016).

In the study of Canyilmaz (2009), the barber term in Turkish is defined as "the person who deals with cutting, combing and doing hair and beard or the ones who acquires that as a profession, the men's hairdresser, barber". The coiffeur means "hairdresser, barber and beauty parlor".

In the study of Guzel (2013), hairdressers are defined as "the persons who cut, form, dye and do hair care according to the current fashion trends and pleasure of the client". It is mentioned that the main occupation of hairdressers is related with hair however they work in quite verbal interaction with their clients and other hairdressers. It is stated that today the increasing income level of people causes that they care for their appearance more than before and hairdressing profession has become more important by diversification of services of hairdressers as well as hair design.

In the interview titled as "we have come to places by this profession" which has been published in Hairist.com.tr (2013), Erbil who is an experienced and popular hairdresser in Istanbul states that; "It is an extremely important privilege for you that a client comes to the parlor and especially requests you. The pleasure and emotion felt by this is a different thing." In this interview, it is mentioned that there are changes in our age; the people who used to come for spending time, entertaining, having a talk and socializing have limited time and they desire to be handled practically; the clients of today cannot stand any mistakes than the past and there is a more investigative client profile while they were not used to questioning in the past. It is stated that a person should have a wide vision, be a good manager who can manage his team well, he should be technically knowledgeable and experienced and patient; it should be known that it is important to bring forward his opinions beyond meeting the expectations of his clients; it is more important to listen than tell; the client psychology should be known well and it should be reflected that the hairdresser tries to make her feel good and by this means it will become possible to keep client flow. Erbil indicates that he cannot stand the clients who try to establish dominance over him due to their economical means and mutual respect is needed and it is important to be preferred by being a good hairdresser rather than being a well-known one and he defines himself as "a psychologist with hair design ability" ([https://www.hairist.com.tr/mahmut\\_ebil\\_hepimiz\\_bu\\_meslek\\_sayesinde\\_bir\\_yerlere\\_geldik.-278-.html](https://www.hairist.com.tr/mahmut_ebil_hepimiz_bu_meslek_sayesinde_bir_yerlere_geldik.-278-.html), Access date: 15.05.2016).

In the news titled as "People also go to beauty parlors for social expectations" and in the study of Ozyurt; 120 women who applied to the beauty parlors of Samsun for having an esthetic body were interviewed in order to determine the sociological aspect of attitudes towards objectifying beauty and ugliness in society" According to Ozyurt, "Women inclining towards becoming beautiful aim to become mentally satisfied and meet their expectations in social relations by making partial changes on their bodies rather than becoming biologically healthier. 71 percent of women indicate that beauty parlors provide biological and psychological relief and promote their social relations by performing their care and cleaning." (<http://www.milliyet.com.tr/guzellik-salonlarina--sosyal-beklentiler--icin-de-gidiliyor-pembelar-detay-ask-1656635/>, Access date: 15.05.2016).

In the study of Togan et al. (2014), it is considered that hairdressers might have an important role in infection of Hepatitis B and C and it is aimed to determine the knowledge and attitudes

of 59 women working in hairdressers and beauty parlors of Aksaray province on hepatitis. In the study, the data on socio-demographic characteristics, professional experience, working conditions, knowledge and practices on preventing infection has been gathered. It has been determined that most of the participants do not have sufficient knowledge on self-care and material cleaning and they exhibit wrong behaviors. In another study of Togan et al. (2014) conducted in Manisa, again most of 156 participant do not have sufficient knowledge on self care and material cleaning and they exhibit wrong behaviors.

In the study of Baryaman et al. (2011), the Hepatitis B related issues have been analyzed on the craftsmen and employees of the municipality and no increased risk for Hepatitis has been detected on the coiffeur-hairdresser staff. As a result of the study of Sahin et al. (2009) conducted on 124 hairdressers, manicurists and pedicurists working in women hairdressers in Sisli, Istanbul for determining their knowledge and practices related with Hepatitis B, it has been observed that the women hairdresser staff participated in the study do not have sufficient knowledge and practices on Hepatitis B and other blood-borne diseases.

In the study of Boztas et al. (2006), it has been aimed to determine the opinions and practices of 100 people working in 14 coiffeurs, 19 hairdressers and 8 beauty parlors on blood-borne diseases. 56% of 100 participants have assessed their profession high risky with regards to blood-borne diseases while only 19% of them had their Hepatitis B injection. In the study of Guzel (2013), 344 women and men hairdressers of Erzurum have been examined and it has been determined that the most common professional disorder is sleep disorders with 63.8% and the highest value on professional satisfaction is "relations between staff" and the lowest one is "working hours". In the study of Mermer et al. (2015), it is presented that the most common health problem of 191 women hairdressers in Bornova, Izmir are related with ergonomics and psychological burden.

### **Purpose of the Study**

The purpose of this study is to present the topics and shared secrets in women hairdressers-client communication under main themes. Accordingly, the answers to following questions are sought.

1. What is the profile of women hairdressers?
  - a. Gender of hairdressers

- b. Education level of hairdressers
  - c. Age of hairdressers
  - d. Work experience of hairdressers
2. What is the profile of clients?
  - a. How many years have the old clients come to the hairdressers
  - b. The number of old clients
  - c. 1 month service frequency of clients
  - d. Time that the clients spend in the hairdressers
  - e. Monthly income of clients sharing their secrets
  - f. Age range of clients sharing their secrets
  - g. Occupational status of clients sharing their secrets
  - h. Marital status of clients sharing their secrets
3. How is the hairdresser-client communication?
  - a. Secret sharing status of clients
  - b. Number of secret sharing clients
  - c. Causes for sharing their secrets
  - d. Warning of clients for not sharing their secrets with anyone
  - e. Advice asking status of clients from their hairdressers
4. What are the characteristics of statements they share?
  - a. Subjects of shared statements: subjects of shared secrets, complaint status of clients and the subjects the clients complain about
  - b. Depth of shared statements: Details of shared secrets
  - c. Continuity of stated issues: reopening of secret issues
  - d. Following shared statements: asking questions on a previous subject
5. What are the secrecy/secret sharing attitudes of hairdressers?
  - a. Sharing a secret with other clients
  - b. Sharing secrets in different environments
  - c. Sharing secrets on phone
6. What are the thought of hairdressers on their profession?
  - a. Negative approach due related with sharing problems
  - b. Positive approach related with sharing problems
  - c. Professional evaluations

## **Limitations**

This study is limited with the accessible women hairdressers working in the city center of Eskisehir who accepted to have an interview. The data has been collected by semi-structured interview technique. The number of participant hairdressers is thirteen. The study is limited with the opinions of the selected hairdressers and generalizability of results is limited.

## **Method**

"In qualitative studies, the data can be gathered by means of in-depth interview, observation, participant observation and log analysis techniques (cf. Wiersma and Batu et al., 2004). This study has been conducted by semi-structured interview technique. An interview is a conversation between an interviewer and an interviewee or a group for getting information (Yildirim and Simsek, 1999). According to another definition, an interview is conversations conducted with a person or a group for a particular purpose. The researcher directs these conversations for getting information from the interviewees. (cf. Patton, Batu et al., 2004). Interviews as the most common clustering method are considered in three ways as the structured, unstructured and semi-structured interviews (Babbie; Berg; Gorden; cf. Nieswiadomy, Batu et al., 2004). Semi-structured interview is between the structured and unstructured interviews. "Interview form is prepared for getting the same kind of information from different people for inclining towards similar subjects" (cf. Patton, Yildirim and Simsek, 2008). A set of questions are prepared for using in interviews to apply in semi-structured interviews. These questions are directed by the researchers to each interviewee in the same order however the interviewees are allowed to answer as they wish (Gay; cf. Berg, Batu et al., 2004).

In the interviews conducted for this study, it has been tried to access opinions of hairdressers on the communication of hairdressers with their clients, shared secrets, held topics and their knowledge and experience. Consequently, it is tried to present the topics and shared secrets in women hairdressers-client communication under main themes and sub-themes.

The researchers held interviews with the randomly selected hairdressers in their own shops. Before, each interview, the purpose of the study has been stated and it has been committed that the interviews would be held confidential.

### **Data Collection Tool**

As aforementioned, the semi-structured interview technique has been applied in the study. In order to compare the answers of interviewed hairdressers, main interview questions which can be answers to the questions listed in the purposes title of the study have been prepared. The researcher has made a trial of these questions with a hairdresser close to his institution. The sound recordings of the interview have been analyzed by an expert and evaluations on the interviewee and the questions have been done and the interview form has been finalized as below.

### **Interview Questions**

1a. What is your gender?

- a. Woman  b. Man

1b. What is your level of education?

- a. Primary school/5 years  b. Primary school/8 years  
 c. High-school  d. University or higher level

1c. How old are you?  a. 25 and younger  b. between 26-35

- c. between 36-45  d. 46 and over

2. How many years do you work as a hairdresser?

- a. 5-8 years  d. 17-20 years  
 b. 9-12 years  e. 21-24 years  
 c. 13-16 years  e. 25 and more

3. How many years does your oldest client come to you?

- a. 5-8 years  d. 17-20 years  
 b. 9-12 years  e. 21-24 years  
 c. 13-16 years  e. 25 and more

4. How many clients do you have who have been coming to you for five years and longer?

- a. 3 and less  d. 10-12  
 b. 4-6  e. 13-15  
 c. 7-9  e. 16 and more

5. How many times do your old clients come to your shop in a month for a haircut, blow-dry, dyeing and etc.?

- a. 1 and less  c. 3  
 b. 2  d. 4 and more



6. How much time do these old clients spend in your shop?

The longest time

The shortest time

a. 10 minutes and less

a. 1 – 1,5 hours

b. 11-15 minutes

b. 1,5 – 2 hours

c. 16-20 minutes

c. 2 – 2,5 hours

d. 21- 25 minutes

d. 2,5 – 3 hours

e. 26-30 minutes

e. 3 hours and more

7. Do you have anyone among these old clients whom you are sincere and share secrets?

8. How many clients do you have sharing their secrets with you?

9. What is the estimated monthly income of secret sharing clients of you?

10. How old are the secret sharing clients of you?

11. Are the secret sharing clients of you mainly with profession or housewives?

12. What is the marital status of secret sharing clients of you? Married, single or divorced?

13. What are the subjects your clients share with you?

14. How much detail do they share with you?

15. What do you think the reason they share their secrets with you?

16. Do your secret sharing clients reopen the issue in their next visit?

17. Do you ask your clients about a previously shared secret by wondering any development?

18. Do your secret sharing clients caution you as "between you and me" or "do not ever tell anyone"?

19. Do you ever share any secret shared by a client to another one by mentioning or not mentioning any name?

20. Have you ever told any secret shared by any of your clients in conversations you held at different places with different people?

21. Do you ever talk with any of your clients about a shared secret?

22. Is there any situation where your clients ask for advice on any shared secret?

23. Do your clients confide in you and complaint about anything?

24. What are the issues they complain mostly?

25. What are your opinions and evaluations about your profession?

The aforementioned form has been applied on the women hairdressers of Eskisehir. Furthermore, an empty space is left at the end of the form where the hairdressers can fill in freely with their opinions, feelings, emotions and recommendations on the issues other than the questions.



### **Determining the Hairdressers Participating in the Study**

In order to determine the hairdressers to be surveyed in the women hairdressers-client communication study, the names of hairdressers in Eskisehir city center have been obtained from the Chamber of Barbers and Coiffeurs of Eskisehir and surveyors at the helm of the researchers have visited the coiffeurs and requested permission and support for their study. One of the researchers has met with the coiffeurs who accepted to participate in the study and provided information on the study and in order to create an environment of confidence, indicated that the data to be obtained from the study would only be used for scientific purposes.

### **Collecting Data**

The date and time of interviews have been agreed with the hairdresser for conducting the study. The interviews have been conducted in between 1-15 April 2016 as previously planned in the pre-interviews with the hairdressers. Before, each interview, the researcher has explained the purpose of the study and mentioned that the contents of interview would not be read by anyone other than the interviewer, their names would be kept confidential and they should feel relaxed and free to state their opinions. The researchers and interviewers have jointly visited the hairdressers and recorded the questions and answers of the interviews by a sound recorder by getting consent of them. The interview questions have been asked in the aforementioned order. If, the questions could not be understood, brief explanations have been provided by paying attention not to influence answers. Moreover, while the previous questions were replied, the following but answered ones were not asked again. Finally after the recording was done, the researchers have thanked the hairdressers for their times and left the shop.

### **Data Analysis**

The data collected for the study has only been subjected to descriptive analysis. Naturally, when a descriptive analysis is done, the data obtained through interviews are presented originally without adding our opinions and comments as researchers. The following procedure has been followed in data analysis:

- The interview records have been transferred to computer environment without making any changes on them. The text format of sound recordings corresponds to

65 pages. During this transfer the statements of the interviewer and interviewee were written in different characters for easy separation.

- In the reading for checking the texts, the words, sentences or phrases of answers were written by bold characters for easy separation.
- A blank notebook was taken and each interview question has been written as titles at upper right corner by skipping two-three pages. Then, the answers of each hairdresser were combined under the related title by means of bold texts in computer. These answers were sometimes summarized by a single word or a phrase and sometimes written as stated. During this procedure, the answers not included in the interview form but asked during interviews were written at the end of the notebook.
- The answers transferred to the notebook were read and replied answers for each question were tallied. While tallying, the notions, sentences or phrases sometimes used by hairdressers or discovered prematurely were used. These procedures were done on the empty space at left side of the page where the questions were written. By this way, all the answers to a question and the number of hairdressers repeating the same answers have been revealed.
- The subtitles where the tallied answers given for each answer could be gathered have been decided jointly by an expert.

### **Reliability Study**

The following procedure has been followed for compliance check of the determined answers and subtitles: Firstly, the hairdresser was selected and interview printout, questions and considered subtitles were given to a second expert. It has firstly been requested from this expert to determine the statements which can be answers for each question and then replace appropriate answers under subtitles. At the end of this procedure, the answers of related hairdressers registered by the researcher have been compared with the answers and subtitles determined by the expert. The reliability analysis has been examined either for the statements with answer characteristics and subtitles where they were gathered. As a result, the reliability level between the researcher and the expert has been found as 95% for the answers. It has been observed that there is a complete unity in subtitling the answers of the following two hairdressers. For reliability calculation:

Consensus

has been used

Consensus + Dissensus

The study report has been compiled by combining the tallied answers gathered under particular titles at the left side of the notebook and the bold statements in the computer. The bold statements have been used as direct quotes.

## **Findings and Comments**

### **Information Related with the Interviewed Hairdressers**

Ten of the interviewed hairdressers are men while three of are women; the age average of them is around 40 and their ages vary from 23 to 60; eight of them are primary school (5 years) graduates while five of them are primary school (8 years) graduates; two of them have job experience around 5-8 years, three around 9-12 years, one around 13-16 years, one around 17-20 years and six around 25 and higher years of experience.

### **Information on Client Profiles of the Interviewed Hairdressers**

Clients of four of the interviewed hairdressers have been going to the same shop for 2-5 years, two for 9-12 years, two for 13-16 years, one for 17-20 years and four for 25 years and more. Almost all the hairdressers (11 of them) serve 16 and more old clients. Eight of these old clients come to the shop once, one client twice, one client thrice, three clients four times and more in a month. If, the time they spend in the shop is analyzed, considering the ones spends shortest time, two old clients spend 10 minutes and less, four of them in between 10-20 minute, four of them in between 20-30 minutes and three spend 60 minutes in the shop; considering the ones spends the highest time, three of them spend in between 1-2 hours, three in between 2-3 hours and seven of them spend 3 hours and longer in the shop. If, the income levels of secret sharing clients are analyzed, it is observed that five hairdressers have secret sharing clients from any income level, five of them have more secret sharing clients from the middle income level and three of them have secret sharing clients from the higher income level. If, the age range of secret sharing clients are considered, it is observed that four clients are around 20-25, three around 30-35 and six around 40 and older. If, the professional status of secret sharing clients are analyzed, it is determined that eight clients have a profession but their professions are not known, one of them is a college student, three of them are housewives and one of them is an academic. If, the marital status of the secret sharing clients

is considered, it is stated that eight of them are married and three of them are single, two hairdressers have mentioned that they have clients sharing secrets on their marital status.

### **Information on Hairdresser-Client Communication**

When, the information on secret sharing client is asked, all thirteen hairdressers mention that they share secrets with their clients. With regards to the number of secret sharing clients, two hairdressers mentioned that they have 5 and fewer clients sharing their secrets with them, six hairdressers mentioned 6-15 clients, four hairdressers mentioned 20-25 clients and a hairdresser mentioned that he/she did not know an exact number. Six of the hairdressers consider the cause why their clients share their secrets with them as confidence, two as touch/contact, two as friendship/companionship, one as therapy/we listen to their problems and comfort them and one as a habit of long years. The question on whether their secret sharing clients warn them not to share their secret with anyone else is answered by 10 hairdressers as "no", 2 "yes" and 1 "there are people who warn and do not warn". Almost all the hairdressers (11 of them) have mentioned that their secret sharing clients ask for advice related with their secrets.

### **Information on Characteristics of Shared Communication**

If, the subjects of communication between hairdressers and client are analyzed, it draws attention that the secrets on family issues for 11 times, marriage, boyfriend, lover, love, relationship, private life, men, children and etc. close relationships are shared. Other than these, it is observed that the secrets on the business life are shared for 5 times, daily exhaustions for 2 times, politics for 1 time and health for 1 time. All the hairdressers mention that their clients complain about their lives. The subjects which their clients complain about are indicated as 7 times family members, complaints about his/her spouse/hardships of marriage and children, 6 times general working life, nursing, chores, financial issues/money and 1 time eyebrow-mustache problems.

If, the depth of communication shared between hairdressers-clients is analyzed; 7 hairdressers have mentioned that they have 7 clients sharing superficially, 2 hairdressers have mentioned that they have 2 customers sharing in detail and 4 hairdressers have mentioned that they have customers sharing both superficially and in detail.



If, the continuity of subjects communicated between hairdresser-client dialogues is considered; 6 hairdressers have replied the question whether the subjects on shared secrets are reopened as "yes", 6 hairdressers have replied as "no" and 1 hairdresser have replied as "it is sometimes reopened or not". Related with follow-up of the shared communications, almost all the hairdressers (11 of them) have mentioned that they ask questions to their clients on previously shared subjects.

### **Information on Keeping/Sharing Secret Attitudes of Hairdressers**

Ten hairdressers have replied the question on whether they share the secrets shared by their clients with other clients as "no, I do not", three hairdressers have replied as "yes, but I share examples without mentioning any name". Six hairdressers have replied the question on whether they share the secrets shared by their clients at other places as "no, I do not", three hairdressers have replied as "yes, I do", four hairdressers have replied as "yes, but I share a examples without mentioning any name" and almost all the hairdressers replied the question whether they share the secrets shared by their clients on phone as "no, I do not".

### **Considerations of Hairdressers about their Profession**

The hairdressers with a negative perspective for complaint sharing aspect with their clients have mentioned that they are tired of listening problems of their clients, their clients show them as therapy centers even their clients transfer all their problems and complaints to them as if they are "garbage containers" and they cannot share their complaints and problems with their clients as they do not listen or do not want to listen the hairdressers and they cannot be relieved. Moreover, almost all the hairdressers have mentioned that they cannot share their problems with their staff in order not to unsettle their authority and lose their boundaries with their staff. However, as an interesting fact, shop owners mention that their staff freely shares their problems with each other and they envy that situation. It is observed that hairdressers do not have any positive perspective on problem sharing. The replies such as "It is good that I do not share my problems with them so their do not become distracted" have been observed.

When, it comes to professional evaluations as a final finding; most of the hairdressers (10 of them) have indicated that they are not satisfied with their profession and it only makes them exhausted, while 3 hairdressers have mentioned that "thanks to God, I earn well and I am happy with my profession", "It makes me happy to make people beautiful and happy".

## **Results, Discussion and Recommendations**

Hygiene is emphasized as a very important issue both in the domestic and foreign literatures. It is observed in the study that there are lots of deficiencies and risk related with hygiene. However, while there are important findings on this issue, information on hygiene is rarely observed in the interviews. The researchers consider that this can be related with cultural characteristics of Turkey. While, especially hygiene must be cared by woman hairdressers, with regard to cultural characteristics of our country, it might be considered as shame, accusation, attack or insult to talk or criticize hygiene at hairdressers, women usually prefer not to talk about hygiene with their hairdressers. However, two woman hairdressers have mentioned that their clients have reacted to them on hygiene issue and said "Rewash these towels, they are not clean!". It is an interesting finding that hygiene issue has not been communicated except these examples.

As another interesting finding, it can be presented that politics are not communicated much. There have been some incidents in Turkey where great casualties have been experienced. As a result of bombings admitted by ISIS and Kurdistan Freedom Falcons (TAK), several civilians, soldiers and policemen have lost their lives. The most notable ones of these incidents are July 20, 2015 Suruc, October 10, 2015, February 17 2016 and March 13, 2016 Ankara bombings and these incidents have caused more than 200 casualties and nearly 800 injuries (Cumhuriyet Newspaper, NTV.com.tr, Dogan News Agency, BBC Turkish and the Statement of the Prime Ministry Coordination Center). In a country where there are so many martyrs, several bombing and explosions and political polarization, it draws attention as an interesting finding that women do not talk about these issues. We can explain this issue by pathological grief. Horowitz suggests that pathological grief is a stress respond syndrome. Denial of pathological grief reveals itself as anger, shock, avoidance and unresponsiveness (cf. Celik and Sayil, 2006). Instead of normal grief reactions, unexpected, exaggerated or extremely extended reactions or unresponsiveness might be developed; the reality of loss is not accepted (Bildik, 2013). People in pathological grief try to cover the facts making them uncomfortable and not to think about them. By this way, an incident is presumed as not existing and denied; in other words people write off the fact of terror, life-threatening situation, bombing and martyrs and ignore them as they create extreme sadness and stress. Stifling and erasing incidents from your memory is called pathological grief (cf. Celik and Sayil, 2006). It is considered that these issues are not communicated due to pathological grief. In addition to this; if the Turkish

culture is considered, women prefer their hairdressers as a means of therapy for blowing off their steam and making them more beautiful; in this sense, they do not feel it necessary to share their political views and opinions.

Other than these, the subjects as sexuality, relations with the opposite sex and such are the issues they gloss over, do not communicate much and abstain from talking as these issues are especially considered as the shameful subjects by Turkish society. Women prefer not to talk about sexual acts and etc. issues with hairdressers of opposite sex as they think that they will be accused of shameful acts and the boundaries between them and their hairdresser will be removed and this will cause sauciness.

It is our general observation that women speak more than men in Turkish culture because girls are grown under pressure beginning from their childhood. And women feeling freer after marriage begin expressing them and talk more. In our country, women institutionalize sharing their secrets with each other usually in their communes, gatherings and etc., they share their feelings more than men and they are more open to oral communication than men. Therefore, it is not surprising that women share their secrets with each other and their hairdressers.

Women visit hairdressers very frequently; they prefer sharing their problems with their friends or in hairdresser environment when they hassle with their husbands or one of their family members. Because, in our country women blow off their steam by sharing and there is not much for them to do. In our country, if the relief methods of men and women are considered, shopping and going to a hairdresser are usual methods for women. Women go to hairdressers for becoming more beautiful, looking beautiful, refreshing their self-confidence, making a change and relieving and they also want to try a new hair model, a different hair color and make a change when they want to draw attention, hassle with their lovers/husbands, think they are cheated and etc.

Moreover, it is an interesting finding that child problems are not communicated at all; however if it is considered that women go to hairdressers for being cared and relieving, it can be said that they might not want to communicate child problems and become angry again. In addition to this, it is considered that women do not expect any solution of expertise from their hairdressers related with such problems. Furthermore, as growing children is seen as the duty

of women with regards to social gender roles, women abstain from being seen as they do not fulfill their duty if they share such problems. If, the number of women hairdressers in the study is considered, ten of thirteen hairdressers are men and women do not want to share such problems as they are not fellow. If, the education levels are considered, it is observed that hairdressers have generally lower level of education; in this sense hairdressers are not considered as solutions to such problems.

In his paper titled as "on the 'special' relation of women and their hairdressers", Keskinoglu (2015), the middle-aged city dweller women have a global need to communicate with their hairdressers as a reflex and this therapy like need must be satisfied; while young women go hairdressers only for haircuts, dyes, blow-dry and forming, middle-aged women go mainly for communication and there is "then we should not waffle on and do my hair" type situation. Keskinoglu indicates that, the issues communicated in hairdressers are not ordinary subjects, they are mainly family matters and women do not abstain from sharing in an environment where "hairdryer creates a background music", it is possible to do a thesis on "relationship between women and their hairdressers", clients place their hairdressers in a serious position in their lives by "if you cannot change you life, then just change your hair" slogan, just because of this, they go hairdressers due to shared realities of life between clients and customers not because of hair scissor relation and on the other hand, hairdressers undertake a responsibility as a "black box" who know secrets and privacy of several women. According to Keskinoglu, women cannot hold their problems inside them as they become older and they express them in anyway, while they do not want to be characterized by their spouses as "whiners"; even there are lots of things to discuss, they do not want to listen anyone's problems while hairdressers are always there and ready and hairdressers do not have much chance not to listen and approve their clients if they do not want to lose them. At this point Keskinoglu states the expectations of women from their hairdressers as "Then what can a woman want more? It is Ok if they do not cut my hair". (<http://www.haberturk.com/yazarlar/dicle-keskinoglu/1107182-kadinlar-ve-kuaforleri-arasindaki-ozel-iliskiye-dair>, Access date: 15.05.2016).

Briefly, according to the resources and studies in the literature, it can be indicated that different client-hairdresser relations can be developed in different cultures. It can be said that in Turkey, women go hairdressers for satisfying their therapy needs and they become loyal to



the same hairdresser for a long time. Even, in some resources, there are details that women share their privacy in detail, according to the findings of this study, women share several issues with their hairdressers while they usually share superficially, they share just for blowing off their steam and they do not expect their hairdressers to develop solutions for them. Moreover, if their hairdresser is not from their gender, the things they share are restricted, decreased or they tell their experiences as if another person experiences such issues. Consequently, it is not expected that hairdressers pay attention to the persons in the secret related incident. As a result of the study supporting other studies of the literature; it is observed that hairdressers see their profession "exhausting" due to ergonomic conditions, long working hours and listening problems and complaints of their clients, even they provide therapy services to their clients they cannot be relieved by telling their problems with their clients.

This study is a pioneer for other researchers and studies in this field and within the context of wider cultural studies; it is recommended to expand the study for comparing barbers with hairdressers and the clients of barbers and hairdressers.

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